

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

YAT & C (PMU) Department – Tourism Promotion – Designing, Printing & Supplying of Coffee Table Book on ‘**Andhra Pradesh Beaches**’ – Sanction of Rs.12,80,000/- (Rupees Twelve Lakhs Eighty Thousand Only) including taxes (1000 No’s x Rs.1,280/- per copy) – Orders – Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No. 60

Dated:18-01-2014

Read the following:-

1. From M/s. Akshara Advertising Ltd., Hyderabad, Dated:20-08-2013.
2. Govt. Lr.No.5263/PMU/PRO/2013, YAT & C (PMU) Department, Dated: 24-09-2013.
3. Bill No. Ptg/050/14, of M/s. Akshara Advertising Ltd., Hyderabad, Dated:04-01-2014.

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**ORDER:-**

Andhra Pradesh is rich in its culture, traditions, hospitality and heritage; it is also famous for its tourist's attractions like Pilgrim Centre, Buddhist Heritage Sites, the Forts and Palaces etc. For promotion and development of Tourism a number of activates has been initiated by the State Government by putting up counters at various destination, printing of brouchers, posters, scrolls, coffee table books etc.

2. In the reference 1<sup>st</sup> read above, M/s. Akshara Advertising Ltd., Hyderabad, has requested to Designing, Printing of Coffee Table Book on ‘**Andhra Pradesh Beaches**’. Accordingly, Government have issued a work order for 1000 No.s of copies for Designing, Printing & Supplying of ‘**Andhra Pradesh Beaches**’ Coffee Table Book, for an amount of Rs.12,80,000/- (Rupees Twelve lakhs Eighty Thousand only) including taxes (Rs.1,280/- per copy) in the reference 2<sup>nd</sup> read above. Accordingly, the agency M/s. Akshara Advertising Ltd., Hyderabad, has supplied the 1000 No's Coffee Table Books as per the certificate given by the General Manager (Marketing), APTDC Paryatak Bhavan and PRO (PMU).

3. In the reference 3<sup>rd</sup> read above, M/s. Akshara Advertising Ltd., Hyderabad has submitted bills for an amount of Rs.12,80,000/- (Rupees Twelve lakhs Eighty Thousand only) including taxes (Rs.1,280/- per copy) towards the supply of 1000 numbers of coffee table on ‘**Andhra Pradesh Beaches**’.

4. Government after careful examination of the matter hereby sanctioned an amount of Rs.12,80,000/- (Rupees Twelve lakhs Eighty Thousand only) including taxes (Rs.1,280/- per copy) to M/s. Akshara Advertising Ltd., Hyderabad towards supply of 1000 numbers of coffee table on ‘**Andhra Pradesh Beaches**’.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (20) Promotion of Events – 500 – Other Charges - 503 - Other Expenditure”.

6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, to M/s. Akshara Advertising, Limited, Hyderabad, through following details:-

Account Name: Akshara Advertising, Ltd,  
Name of the Bank: Axis Bank Ltd, Universal Insurance Bld.  
Gr Floor, Sir P.M. Road, Fort Mumbai-400001.  
Bank Branch: Mumbai Fort (MH)  
Account No.: 910020047482542  
IFSC Code: UTIB0000004  
PAN No. : AAHCA2048Q

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To  
M/s. Akshara Advertising, Limited, Hyderabad  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

**Copy to:**

The YAT & C (PMU- Claims) Department.  
SF/SCs

**//Forwarded:: By Order//**

**SECTION OFFICER**